# Web Performance Metrics-CBP.gov

# Sep 1, 2016 - Sep 30, 2016



#### **Total Visits**

$\sim$	-4	$\sim 4$	794	
- 4	7	7/	/ <b>U</b> /I	

% of Total: 100.00% (3,124,794)



### Avg. Visit Duration

### 00:02:22

Avg for View: 00:02:22 (0.00%)

#### Pageviews

# 8,636,226

% of Total: 100.00% (8,636,226)



# **Unique Visitors**

# 2,343,380

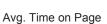
% of Total: 100.00% (2,343,380)



# Avg. Pages / Visit

### 2.76

Avg for View: 2.76 (0.00%)



# 00:01:20

Avg for View: 00:01:20 (0.00%)



# Bounce Rate

### 41.77%

Avg for View: 41.77% (0.00%)

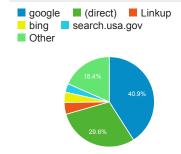
### Top Pages

Page Title	Pageviews	Bounce Rate
Global Entry   U.S. Customs and Border Protection	680,284	24.73%
Current Openings   U.S. Customs and Border Protection	506,794	61.36%
U.S. Customs and Border Protect ion   Securing America's Borders	415,751	39.92%
Arrival/Departure Forms: I-94 and I-94W   U.S. Customs and Border Protection	366,014	23.01%
How to Apply for Global Entry   U .S. Customs and Border Protectio n	364,554	20.56%
Global Entry Enrollment Centers   U.S. Customs and Border Protect ion	198,374	11.13%
Locate a Port of Entry   U.S. Cust oms and Border Protection	198,240	26.32%
For U.S. Citizens/Lawful Perman ent Residents   U.S. Customs an d Border Protection	188,775	48.96%
Electronic System for Travel Auth orization   U.S. Customs and Bor der Protection	177,551	28.25%
Contact Us   U.S. Customs and B order Protection	135,111	35.71%

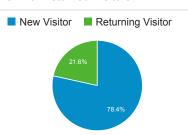
# Visits by Social Network

Social Network	Sessions
Facebook	13,172
Twitter	1,912
Naver	819
Stack Exchange	585
Blogger	444
LinkedIn	383
reddit	377

# Visits by Source



#### New vs. Returned Visitors



### Pageviews and Pages / Session by ...

Mobile (Including Tablet)	Pageviews	Pages / Session
No	5,619,056	2.82
Yes	3,017,170	2.66